



Summer 2017

From the License Division Desk

Welcome to the Summer 2017 edition of our quarterly newsletter! In this issue, we will discuss a number of important issues for Milwaukee businesses, including an in-depth look at the problem of synthetic marijuana.

But first, with summer in full swing, it's easy to lose track of time. Below are a few important reminders for anyone thinking about applying for a license.

First, for anyone thinking about starting a business:

- Many licenses require background investigations, inspections, or other actions before a license can be issued; remember to submit an application several months in advance of your proposed business activity.
- Most licenses require Common Council approval; you may wish to contact your local [Council Member](#) to discuss your plans.

For all businesses:

- The Common Council will be in recess in August, but our offices are open; the coming months are a great time to visit our office.
- Neighborhood concerns often come to a head in summer; be diligent in reaching out to your neighbors if a problem occurs.

Finally, our new Red Tape Rescue website has launched! Visit Milwaukee.gov/RedTapeRescue to check out our free business tools. I hope you enjoy the summer issue!

Jessica Celella
License Division Manager

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Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at milwaukee.gov/license.

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



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Soundbites

A Conversation With: Jonathan Koberstein

New to Milwaukee? The Soundbites series is a great way for residents and businesses to get to know the License Division. This issue, we will be speaking with **Jonathan Koberstein**, one of our Lead License Specialists.

Editor: Can you tell us about your prior work experience?

Jonathan: *Prior to the License Division, I worked at the City Tow Lot where, after 5 years, I was ready for a change. The License Division was a breath of fresh air, and offered a new opportunity to test my skills. It really is an enjoyable job, especially when you get to give someone a license to open their own business!*

Editor: Speaking of business, do you have any advice for anyone thinking about starting one?

Jonathan: *Do your homework! Starting a business is so much more than just obtaining a license from our office. The City offers many resources for prospective business owners. For instance, we just launched our Red Tape Rescue website (Milwaukee.gov/RedTapeRescue), so now all our tools are located in one easy place. Take advantage of them!*

Editor: You are the expert in the office when it comes to tavern licensing. What are the challenges you see tavern owners most often face?

Jonathan: *A lot of tavern owners arrive ready to submit an application with the expectation they will be up and running within a few weeks. In reality, it takes 6 to 8 weeks from the time of application for a hearing to be scheduled. Various inspections also need to take place. The inspection process with the Department of Neighborhood Services seems to be the most challenging part of the application process, as that's usually the last item to be completed prior to issuing the license.*

Editor: What keeps you motivated when things are challenging?

Jonathan: *My Mom! She was diagnosed with stage 4 lung/liver cancer in July of 2015 and has fought through every challenge thrown her way since. She's my hero, and my greatest source of inspiration.*

Editor: Any Fall activities you are looking forward to?

Jonathan: *I'm getting married this fall, so I definitely have a lot to look forward to! My Fiancé LOVES everything about fall, so we'll also be busy camping, apple picking, carving pumpkins and going for as many hikes as we can get in as the leaves change colors.*

Editor: Is there anything you wish more people knew about Milwaukee?

Jonathan: *There are so many little hidden gems in terms of shops, restaurants and taverns that I don't think the general tourist ever gets to experience. You often don't find yourself as a tourist in your hometown, but taking a weekend to explore the small businesses and corner bars really makes you appreciate the small town feel that you can still get in the big city!*



Featured Article

Synthetic Drugs: Illegal and Deadly

Assistant City Attorney Nick DeSiato

Whatever you call it – K2, diablo, spice, syncans, synthetic marijuana – you are referring to same thing: synthetic drugs. And these drugs, despite what you may have heard or been told, are illegal and very, very dangerous. Less than two months ago, a Milwaukee man [reportedly died](#) shortly after consuming a synthetic drug labeled “Dead Man.” This was the third Milwaukee-area death in seven months attributed to synthetic drugs. A few days ago, a [county in Pennsylvania](#) reported *one hundred and two people overdosed on synthetic drugs in three days*.

Synthetic drugs are not just “cheap weed.” They can be over 100 times more potent than THC (the active ingredient in marijuana), can lead to paranoia, hallucinations and seizures and are responsible for numerous OWI’s, violent incidents and overdoses throughout the state each year. With cartoon characters on their labels and under-the-table cash sales, packets are often sold to children. They are a scourge on our community.

They are also illegal, banned by Milwaukee ordinance ([MCO 105-50](#)), state law ([Wis. Stat. § 961.14\(4\)\(b\)](#)) and federal law ([21 USC § 813](#)). Over the past year, there has been a statewide increase in enforcing these laws and prosecuting businesses that engage in the sale of synthetic drugs, including a lawsuit from the [Wisconsin Department of Justice](#) and from the [Milwaukee City Attorney's Office](#) regarding businesses caught selling synthetic drugs. The City Attorney's Office recently filed a companion [licenses revocation action](#), resulting in that business forfeiting its licenses. These investigations were conducted in conjunction with the U.S. Drug Enforcement Agency, U.S. Attorney's Office, Milwaukee District Attorney's Office and Wisconsin Department of Revenue.

Stores that sell synthetic drugs are risking significant fines, the loss of their licenses, the seizure of their building and criminal prosecution. They are also engaging in activity that threatens the well-being of our most vulnerable population: our children. It's just not worth it.

If you are aware of any stores in Milwaukee selling synthetic drugs, please call the Milwaukee Police Department License Investigation Unit at 414-935-7430.



Licensing Notes

Upcoming License Committee Meetings:

- No meetings in August
- September 12, 2017
- October 3, 2017
- October 24, 2017

For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead! The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email your local Council Member.

Briefs

- [File #161675](#): Clarifies the type of tow truck required to bear identifying signs under ch. 93 of the code
- [File #161722](#): Communication from the Milwaukee Health Department relating to a proposed licensed food establishment grading system
- [File #170041](#) & [File# 170376](#): 2016 Food Safety Report and 2016 Health Department Annual Report.
- [File #170257](#): Creates an annual \$50 inspection fee for state-licensed mobile restaurants and temporary events

Upcoming Events

Pivot Program, Session 4
Tuesday, October 10 (9 a.m. to 11 a.m.)
Ignace Health Center
930 W. Historic Mitchell Street

To register, email your name, business name, session attending, and the number of people attending to Pivot@milwaukee.gov



Directory

City Clerk's Office License Division

City Hall Room 105
200 E. Wells Street
Milwaukee, WI 53202

Phone: (414) 286-2238
Fax: (414) 286-3057

Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licensing Committee

- Ald. Tony Zielinski (Chair)
- Ald. José G. Pérez (Vice Chair)
- Ald. Milele A Coggs
- Ald. Chantia Lewis
- Ald. Khalif J. Rainey

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Disciplinary Actions

License Suspensions, Revocations, and Non-Renewals

- **Diamond Inn Motel:** 6222 W. Fond Du Lac Ave. [File #161497](#) 90-day suspension: Hotel/Motel License
- **Ealy's 00 Lounge:** 4747 N. Hopkins St. [File #161497](#) Non-renewal: Class B Tavern and Public Entertainment Premises License
- **Noil Food:** 4025 W. Burleigh St. [File #161497](#) 20-day suspension: Food Dealer License
- **Family Dollar Store #23794:** 6450 N. 76th St. [File #161735](#) 10-day suspension: Food Dealer License
- **Family Dollar Store # 26245:** 2214 N. 35th St. [File #161735](#) 10-day suspension: Food Dealer License
- **Good Life:** 731 N. Water St. [File #161735](#) 10-day suspension: Class B Tavern, Food Dealer, and Public Entertainment Premises Licenses
- **Avenue Liquor:** 616 W. Wisconsin Ave. [File #170080](#) 20-day suspension: Class A Malt & Class A Liquor licenses
- **Bad Genie:** 789 N. Jefferson St. [File #170080](#) 10-day suspension: Class B Tavern and Public Entertainment Premises Licenses
- **Club 73:** 3173 S. 13th St. [File #170080](#) 10-day suspension: Class B Tavern and Public Entertainment Premises Licenses
- **Coach Sagorac's BIG TIME Pub of Greatness:** 2204 W. Forest Home Ave. [File #170080](#) Non-renewal: Class B Tavern, Food Dealer and PEP Licenses
- **Dee's Elegance:** 7420 W. Villard Ave. [File #170080](#) 30-day suspension: Class B Tavern, Food Dealer and Public Entertainment Premises Licenses
- **The Point:** 609 S. Barclay St. [File #170080](#) 20-day suspension: Class B Tavern and Public Entertainment Premises Licenses
- **Foodtown Mini Mart:** 4790 N. Hopkins St. [File #170436](#) Revocation (license surrendered): Food Dealer, Cigarette/Tobacco, & Weights/Measures Licenses

Dear Andy



Q Dear Andy,
I'm an aspiring musician trying to earn some money for school. Do I need a permit to busk in Milwaukee?

Sincerely, Classically Trained

A Dear Classically Trained,
Hats off to you for trying your hand at busking! While some Wisconsin cities do require a permit to busk, Milwaukee does not. Keep in mind, however, that if you will be selling CDs or other items in the public right-of-way, you will need a

direct seller's permit. Aside from that, you should have no treble, but I do have a few additional notes to consider:

- Be courteous to local businesses and bystanders.
- Keep your music at a respectable level.
- Don't obstruct the public right-of-way.

Sincerely, Andy